

Workshop Information

Friday, February 24, 2006
10 AM to 4 PM

Registration begins at 9:30 AM
Sedgwick County Extension
Education Center, 4-H Room
7001 West 21ST Street North
Wichita, KS

On I-235, take Exit 10, turn left on
W Zoo Blvd which becomes
West 21ST St North

Sponsors for this workshop include the Kansas Rural Center, Kansas Department of Commerce, K-State Research and Extension, K-State Research and Extension – Sedgwick County, the Kansas Center for Sustainable Agriculture and Alternative Crops, and USDA's SARE Professional Development Program.

Workshop Speakers

Randii MacNear

Randii has managed the market in Davis, California since 1978. During this time the Davis market has grown from 10 to 85 vendors.

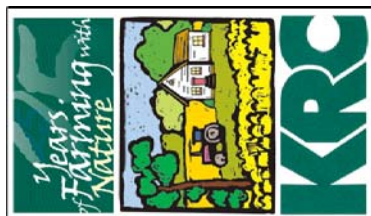
Doug Walton

Doug Walton started farming in Kansas and now has a small farm near Muskogee, Oklahoma. Doug is the co-founder of the Oklahoma Farmers' Market Alliance and has coordinated research on farmers' markets.

Kansas Rural Center

Jerry Jost
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Lawrence, KS 66044-9460

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GROW YOUR FARMERS' MARKET

Lessons Learned from Farmers' Markets Across the Country

Friday,
February 24, 2006

10 AM to 4 PM

Wichita, Kansas

Please fill out this registration form, cut it off from the rest of the brochure and mail it to Jerry Jost, 2002 East 1600 Road, Lawrence, KS 66044 by February 15. Attending the workshop is free. You are welcome to bring a sack lunch to the workshop. Or you can purchase a catered home cooked meal for \$9 per person. This lunch menu is fried chicken, mashed potatoes and gravy, corn, green beans, tossed salad, fruit salad, a cookie and beverage. Please figure the number of lunch reservations _____ Please include a check for this amount with your times \$9 per person = total \$ _____ registration.

Name, address including city and zip code

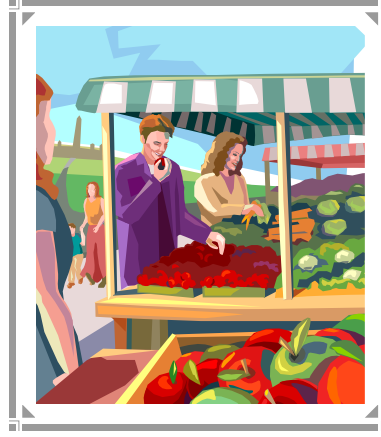
Farmers' Market

Phone Number

Email Address



Grow Your Farmers' Market: Lessons Learned



Draw on the experiences of expert speakers, throw in good materials, mix it with networking with other markets, take home the best ideas and you get a workshop designed to help you harvest an improved farmers' market season in 2006. Tailored to different needs within your market, separate tracks for market managers and vendors will multiply the benefits for participants.

And it's a bargain! Attendance at this workshop is free, thanks to the sponsors listed on back. Please send in the registration form on the left by February 15 if you want to purchase a lunch at the workshop. If preregistration isn't possible, you can register at the door on February 24. See you then!

Plenary Sessions



Creating abundance in the market place: Principles and personalities—Randii MacNear



Farmers' markets in Oklahoma: Gleanings from a nearby state— Doug Walton



Seeing concepts learned in action: What one idea will you take home and implement? - Randii MacNear

Vendor Track— Doug Walton



Who's the competition: Neighbor or "neighborhood" superstore, and are there enough customers to go around?



Life in the balance: Having your tomatoes and eating them too

Manager and Community Partner Track— Randii MacNear



Luck is when opportunity meets preparation: Building your social capital bank account. Brainstorming community partnerships, attracting volunteers, market promotion, special events, media coverage, market management, clarifying roles, and addressing market needs.